

I Claim:-

1. A method of facilitating the retrieval of information concerning products and/or services provided by a plurality of mutually unrelated providers and advertised in respective
5 advertisements having content, comprising providing a single internet site including means for retrieving said information, said internet site being accessible by consumers, the information retrieving means operating to retrieve information concerning a particular one of said products and/or services
10 when a part of the content of the respective advertisement is identified by a consumer.
2. The method according to claim 1, wherein said means for retrieving the information comprises a plurality of hyperlinks to websites of the providers.
- 15 3. The method according to claim 1, wherein said internet site includes information concerning the products and services.
4. The method according to claim 1, wherein a consumer wishing to retrieve said information is required to input personal details including at least his or her name and e-mail
20 address, and said details are added to a database.
5. The method according to claim 4, wherein consumers in the database are categorized according to their products or services of interest.
6. The method according to claim 1, including a step of
25 presenting any consumer attempting to retrieve information from a non-subscribing provider with a range of products or services similar to a product or service of said non-subscribing provider, said similar products or services being provided by subscribing providers.

7. The method according to claim 6, wherein said range comprises a ranking of products or services based on levels of charges levied to the subscribing providers.

8. The method according to claim 6, wherein a non-subscribing
5 provider is informed when a consumer has attempted to retrieve information concerning a product or service of said non-subscribing provider.

9. The method according to claim 1, wherein a consumer
10 inputting a brand name or one or more keywords relating to a specific advertisement is only directed towards information concerning a product or service featured in said advertisement.

10. The method according to claim 1, wherein said internet site is identifiable by identifying information included in one or more of said advertisements.

15 11. The method according to claim 10, wherein said identifying information comprises an address of said internet site.

12. A method of facilitating the retrieval of information concerning products and/or services having names and being provided by a plurality of mutually unrelated providers and
20 advertised in respective advertisements, comprising providing a single internet site including means for retrieving said information, said internet site being accessible by consumers, the information retrieving means operating to retrieve information concerning a particular one of said products and/or
25 services when the name of said one product or service is identified by a consumer.

13. The method according to claim 12, wherein said means for retrieving the information comprises a plurality of hyperlinks to websites of the providers.

14. The method according to claim 12, wherein a consumer wishing to retrieve said information is required to input personal details including at least his or her name and e-mail address, and said details are added to a database.
- 5 15. The method according to claim 14, wherein consumers in the database are categorized according to their products or services of interest.
16. The method according to claim 12, including a step of presenting any consumer attempting to retrieve information from
10 a non-subscribing provider with a range of products or services similar to a product or service of said non-subscribing provider, said similar products or services being provided by subscribing providers.
17. The method according to claim 16, wherein said range
15 comprises a ranking of products or services based on levels of charges levied to the subscribing providers.
18. The method according to claim 16, wherein a non-subscribing provider is informed when a consumer has attempted to retrieve information concerning a product or service of said
20 non-subscribing provider.
19. The method according to claim 12, wherein a consumer inputting a brand name or one or more keywords relating to a specific advertisement is only directed towards information concerning a product or service featured in said advertisement.
- 25 20. The method according to claim 12, wherein said internet site is identifiable by identifying information included in one or more of said advertisements.

21. The method according to claim 20, wherein said identifying information comprises an address of said internet site.

22. A method of facilitating the retrieval of information concerning products and/or services provided by a plurality of
5 mutually unrelated providers, comprising providing a single internet site including means for retrieving said information, said internet site being accessible by consumers, and identifying information identifying said internet site being included in each of a plurality of advertisements for the
10 respective products and/or services.

23. The method according to claim 22, wherein said identifying information comprises an address of said internet site.

24. A method of doing business, comprising providing a single internet site including means for retrieving information
15 concerning products and/or services provided by a plurality of mutually unrelated providers, said internet site being accessible by consumers, allowing providers to subscribe to said internet site, and allowing the subscribing providers to include an address of said internet site in each of a plurality
20 of advertisements for the respective products and/or services.

25. A system for facilitating the retrieval of information concerning products and/or services provided by a plurality of mutually unrelated providers and advertised in respective
25 advertisements having content, comprising a single internet site including means for retrieving said information, said internet site being accessible by consumers, the information retrieving means operating to retrieve information concerning a particular one of said products and/or services when a part
30 of the content of the respective advertisement is identified by a consumer.

26. The system according to claim 25, wherein said advertisements comprise at least one of television advertisements, radio advertisements, and advertisements in printed media.

5 27. The system according to claim 25, wherein said means for retrieving information is operable to retrieve information concerning categories of products and/or services provided by all subscribing providers.

28. The system according to claim 25, wherein said internet
10 site further includes advertisement information relating to at least one of the advertisements as such.

29. The system according to claim 28, wherein said advertisement information includes at least one of a music
15 title, a hyperlink to a website to buy a recording of a theme tune of the advertisement, a hyperlink to a website to buy a product featured incidentally in the advertisement as an accessory, a filming location and a hyperlink to a website advertising a holiday in a filming location.

20 30. The system according to claim 25, wherein said internet site comprises at least one downloadable file embodying a complete copy of an advertisement.

31. The system according to claim 25, further including a database comprising personal details including at least names
25 and e-mail addresses of consumers who have retrieved information.

32. The system according to claim 25, wherein the database is categorized according to the products and/or services which said retrieved information concerns.

33. The system according to claim 25, wherein said internet site is identifiable by identifying information included in one or more of said advertisements.

34. The system according to claim 33, wherein said identifying
5 information comprises an address of said internet site.